



Climb
With
Courage!

2021 Annual Report

girlscouts 
of eastern washington
and northern idaho

Climb with Courage!

Girl Scouts is the nation's preeminent organization for girls and the leading expert on their growth and development. Our council, Girl Scouts of Eastern Washington and Northern Idaho, serves an area comprised of 29 counties covering 65,000 square miles.



This 2021 annual report is written with the theme of possibility as its undercurrent—a possibility of a Renaissance we have not seen for a long time as a Council. As I look back on my three years as your CEO, I will forever be grateful for three chapters of our Girl Scout rise. One is deep gratitude to the 2020 volunteers and Girl Scouts who preserved thru the marathon pandemic-ridden 2020 cookie season. Second is my deep appreciation to my 2021 Girl Scout staff, who battled back from us being over 20% down in membership to finish the year to near even. That victory is why we are so strong in 2022. And my third appreciation is to you all for making 2022 a year of possibilities. From so much new programming to fun-filled summer, spring, and winter camps to so many excited Daisies and Brownies from areas like Wenatchee and Wall Walla, to an expansive and growing outreach Go Getter program, our Girl Scouts are on the march.

Two years ago, at our annual meeting with our nation shut down and our cookies sequestered, we had come to a decision point: "Two roads diverged in a wood, and [we]—[we] took the one less traveled by, And that has made all the difference." We did move forward together in summer 2020, staff coming back to the office fall 2020, and never looking back. Our cookies sales percentagewise were #2 nationally last year, and our 2021 fall sale may have been #1 nationally, statistically speaking. Our most important metric, membership growth, remains healthy as well, with overall membership being #7 nationally and retention being #4. We cannot rest on our laurels if we want to ensure Juliette's dream is strong a decade from now when our Daisies, joining today, graduate from high school. There is only one Council of Eastern Washington and Northern Idaho, and I am confident as your CEO we can maintain our present momentum. To grow to new heights will require hard work and imagination. We are certainly a Council of unicorns and rainbows so that imagination exists here. The possibility is before us to be a Council of our dreams. This 2022 Annual meeting, I believe in our limitless possibility. I invite you to believe too. Peace....

Bi M. Newby

By the Numbers

Membership

1,199 Adults
 3,101 Girls
 737 Life Time

Girl Membership By Level

DaisiesK-1 645
 Brownies 2-3 752
 Juniors 4-5 767
 Cadettes 6-8 582
 Seniors 9-10 210
 Ambassadors 11-12 143

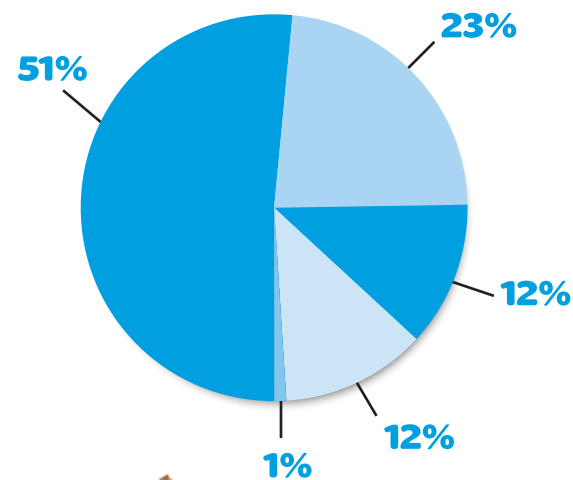


74.6%
 MEMBER RETENTION
 FROM MY 2021



**TOTAL
 TROOPS
 275**

How the Cookie Crumbles



Program for Girls, Events Training, & Other Support 51%
 Cost of Cookies 23%
 Troop Proceeds 12%
 Girl Rewards 12%
 Service Unit Proceeds..... 1%



2021 Top Cookie Entrepreneurs

Sophie Henderson	7,136	Troop 3737
Laikken Butler	3,344	Troop 1904
Addison Lint	3,115	Troop 3518
Larissa Truax	3,103	Troop 4340
Olivia Gleaton	3,030	Troop 4332



Programming

Camp Four Echoes Resident Camps 42
 Resident Campers 680
 Ashwell Day Camps.....13
 Day Camp Attendees 845
 Camp@Home.....16
 STEM Mobile Events 24

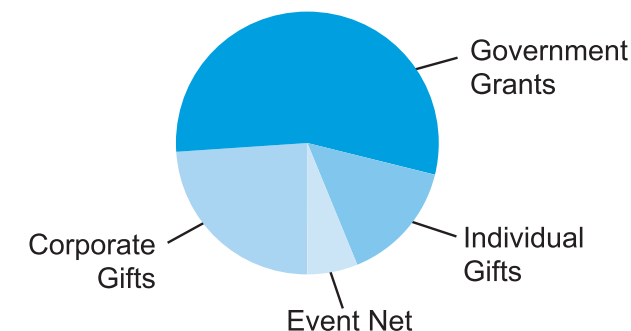
**GIRLS
 REACHED
 4261**



**EVENTS
 177
 6 VIRTUAL**

Philanthropy & Events

Corporate Gifts\$ 157,293
 Government Grants.....\$ 361,139
 Individual Gifts\$ 97,988
 Event Income Net\$ 40,783
TOTAL.....\$ 657,203



Financials

Grants & Gifts	\$ 616,420	Program & Services	\$ 2,888,236
Program Service Fees	\$ 299,873	Management & General	\$ 290,209
Investment Income	\$ 329,137	Fundraising	\$ 318,328
Other.....	\$ 2,557,345	EXPENSES.....	\$ 3,496,773
REVENUE	\$ 3,802,775		

Behind the Scenes

Board Members

Board Chair Nancy Fike
 Vice Chair/Chair Elect PENDING
 Past Chair Michell Jung
 Secretary Lynn Ciani
 Treasurer Daniela Paparella

Members-at-Large

Kate Harmon Nancy Musgrove
 Scott Henderson Shannon Myers
 Staci Huffman Kristina Newhouse
 Randi Johnson Cheri Osler
 Polly Blasko Knelsen Reka Robinson
 Lisa Poplawski Lewis Lexi Saunders
 Dee Dee McGowan Amber Young
 Shelley Murphy
 CEO- ex officio Brian Newberry

National Delegates (4/2020-4/2022)
 Ursula Delgado (*Girl*) Sophie Henderson (*Girl*)
 Lynn Baird (*Adult*) Michelle Jung (*Adult*)
 Elizabeth Bedard (*Girl Alternate*)
 Maire Meyers (*Adult Alternate*)

🍀 Gold Award Recipients



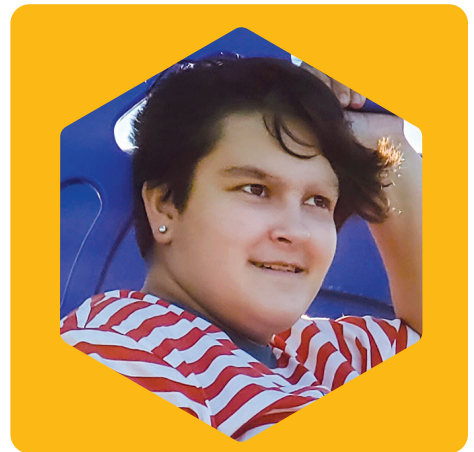
Adalgisa De Caro

Addy created a curriculum around STEM, particularly in astronomy, that educators and Girl Scout Troop Leaders could easily access and implement in a classroom or troop setting. This curriculum includes fun activities and experiments that help drive excitement around astronomy.



Kayla Priebe

Kayla brought humanity to the homeless community in Spokane by connecting with people to learn their stories, and then telling those stories through photographs. She published these photos in books along with creating brochures with resources for the homeless all available at local libraries and community centers.



Ashley Reis

Ashley addressed the mental wellbeing of children staying at the Ronald McDonald house and Shriners hospital. By raising funds she was able to provide 106 Jared boxes (*special boxes filled with activities, toys, and art projects*) to these organizations. She also engaged other Girl Scouts across the country to do the same in their community.